



**Plan International Liberia**  
**Job Announcement (1 Position)**  
**Staff-290-03-2018- Media and Communications Coordinator**  
**The vacancy is opened to Internal and External candidates.**

Plan International is a leading girls and children's rights organization. **Plan strives for a just world that advances children's rights and equality for girls. We motivate our people and partners to:**

- empower children, young people and communities to make vital changes that tackle the root causes of discrimination against girls, exclusion and vulnerability
- drive change in practice and policy at local, national and global levels through our reach, experience and knowledge of the realities children face
- work with children and communities to prepare for and respond to crises, and to overcome adversity
- support the safe and successful progression of children from birth to adulthood

Plan operates in 77 countries around the world. It brings its support to millions of children, their families and communities, mainly in Africa, Asia, Middle East, and South America. It implements projects in the Health, Water and Sanitation, Education, Child Protection, Sustainable Livelihood, and cross-cultural communication. Child sponsorship forms the basis of our work with children. Worth to mention, Plan International global ambition is to support 100 million girls learn, learn, decide and thrive!

As part of its commitment to support Plan International Federation reach 100 million girls so to learn, lead, decide and Thrive, Currently Plan International Liberia is developing a new country strategy which will focus on reaching 1.4 million girls and children all over the country and with a strong commitment to work with all partners at various levels to put an end to early marriage and Female Genital mutilation (FGM)!

Moreover, Plan International Liberia is committed to ensure that Child Protection and Gender transformative practices are key integral part of all its work including the organizational structure and staffing. Accordingly, women are strongly encouraged to apply for this post!

**We are currently seeking to recruit:**

**Title:** Media and Communications Coordinator  
**Location:** Monrovia Country Office  
**Status:** Fixed Term  
**Department:** Sponsorship  
**Reports to:** Country Director  
**Duration:** 12 Months

**Summary of the position:**

Plan International is evolving in response to shifts in international development and humanitarian response. We are doing this so we can continue to make a stand for children's rights. Having identified girls as the most marginalised group, they will be our ongoing focus as we work towards helping 100 million girls globally to learn, lead, decide and thrive within their communities. As we embark on this ambitious and exciting journey, we are recruiting for a Media and Communications Coordinator for our Country Office.

The post holder will work to raise the profile of Plan International's programming in the media and with supporters within Liberia, West Africa region and globally. In addition the post holder will provide high quality communication materials to key stakeholders including Plan National Offices (NO's), the regional Plan West Africa Regional Office (WARO), International Headquarters (IH) as well as partners including CBO's, (I)NGO's and various Government ministries.

## **Roles and Responsibilities:**

### **Communications**

- Contributing to the global strategy of reaching 100 million girls, position Plan International as a key partner in advocating for the rights of girls and boys in Liberia.
- Through strong content highlight the challenges for children in Liberia to access their rights, and reinforce Plan International's advocacy and policy position.
- Act as the primary communications focal point for National Organisations, International Headquarters (IH) and Regional Offices (RO).
- Plan, produce and coordinate content in conjunction with designated communications contacts in Country Office/RO/IH.
- Produce a range of compelling human interest child-focused content such as: press releases, case studies, eyewitness accounts, blogs, first person account, images, audio and video.
- Package and position content for sharing with key audiences including external media, digital and social media, internal and key external stakeholders.
- Ensure all content is available for everyone in the Plan International federation to use by uploading all content in high resolution onto the global Media Bank or working closely with IH/RO to ensure that everything is available on the Media Bank.
- Monitor and evaluate the impact of our communications work.
- Monitor the situation for challenges, risks, threats and opportunities related to the Plans work that may impact communications and public engagement approaches, messaging and operations.
- Ensure brand visibility of Plan International across Liberia.
- Support efforts for timely country office reports such as monthly and quarterly newsletter which can be shared with key stakeholders including government ministries, donors, national partners, sponsored children and communities.
- Develop, maintain and update the country emergency communication strategy and objectives in liaison with the Emergency Response Manager to include key messages, activities, logistics, equipment and other support needed.
- Ensure that child protection guidelines for content are strictly adhered to.

### **Media Relations**

- Prepare spokespeople and media messaging/ talking points.
- Proactively liaise with journalists/correspondents to promote the work of Plan International in Liberia.
- Manage in-country media requests and access to spokespersons.
- Act as a media spokesperson.
- Work with designated RO/IH communications contacts to coordinate, priorities and deliver media interviews.
- Host media visits and support visits from Sponsors, IH, NO's, WARO or donors.

- Develop, maintain and update media relations contact list/database
- Ensure our media work reflects a specific focus on the needs of girls and reflects advocacy issues.

### **Dimensions of Role:**

- Handles Programme & Influencing /Sponsorship Communication.
- Provides leadership in the development of marketing strategies and brand management initiatives.
- Plan and coordinate all communications activities.
- Facilitates the creation of a strong professional image of Plan amongst external media.

### **Core Responsibilities**

- Develop communication and Public Relations (PR) strategies and annual plans, to improve communication both internally and externally and to promote Plan to key country audiences.
- Support program and influencing initiatives of Plan International with technical coordination and advice to their communication plans.
- Facilitates the creation of a strong professional image of Plan amongst external media
- Organize the roll-out of corporate and region-wide initiatives on Communications and PR at country level.
- Support the production of Plan's corporate program and sponsorship reports/documents
- Contribute to sharing and learning about Plan International's country program work through efficient use of internal and external communication channels and systems.
- Support program and advocacy initiatives of Plan International with technical coordination and advice to their communication plans.
- Supports measures to strengthen the capacity of staff to communicate using a variety of channels and for different audiences.
- Produce regular communication materials for use on Plan International's internal and external websites (at least one story per month); these includes producing case studies, photos, documentaries and other stories.
- Perform any other duties as assigned by the Country Director, supervisor or delegate.
- Implements the development of region-wide communications and publications on programs and projects.
- Supports measures to strengthen the capacity of staff to communicate using a variety of channels and for different audiences to support the effective dissemination of Plan programmes and projects.

### **Outputs and Deliverables**

- Quarterly communication materials for use on Plan International's internal and external websites (at least one story per month).
- Development, production and dissemination of press releases, publications, flyers, posters and other PR and information/communication material destined for external audiences.
- Implements the development of region-wide communications and publications on programs and projects.
- Ensures that communication and PR activities meet Plan International's child protection standards and standards for ethical journalism.

- Efficient management of communication in crisis/disaster situations.
- Communications support to country office events and national initiatives
- Raising Plan International's institutional image to the required global standards and quality.
- Liaises with other Regional and IH Comm. department to ensure consistent approach regarding Global Identity and Strategy.
- Support the Global Advocacy Campaign and global communications team
- Establish strong links with peer organizations, governments, corporate, and academia

### **Qualifications:**

- Bachelor's degree in Mass Communication, Journalism or Public Relations, or equivalent experience.
- Experience in the NGO sector preferably with child-related development issues, would be an advantage.
- Experience working with local and international media and liaising media activities in national and regional environment.
- At least, five (5) years of relevant professional experience including management and implementation of communication strategies.

### **Skills specific to the post**

- Excellent writing, editing and reviewing skills
- Ability to deliver to tight deadlines and budgets
- Strong negotiation, facilitating and influencing skills
- Ability to understand different cultural contexts and marketing / PR realities
- Promotes innovation and learning
- Strong team building and motivational skills
- Proven ability to lead, motivate and influence others
- Excellent verbal communication skills, able to articulate the vision of the project to different audiences, including in English
- Good analytical skills and the ability to assess information on humanitarian issues
- Computer proficiency (MS Word, Excel, PowerPoint)
- Excellent organization skills

### **Physical Environment and Demands:**

- Work under pressure to produce results
- Keep to strict deadlines
- Work over time when absolutely necessary
- Frequent travels within and outside the country.
- Spends 30% of time in the field and out of country.

## Behaviours (Plan International's Values in Practice)

### ***We are open and accountable***

- Promotes a culture of openness and transparency, including with sponsors and donors.
- Holds self and others accountable to achieve the highest standards of integrity.
- Consistent and fair in the treatment of people.
- Open about mistakes and keen to learn from them.
- Accountable for ensuring we are a safe organisation for all children, girls & young people.

### ***We strive for lasting impact***

- Articulates a clear purpose for staff and sets high expectations.
- Creates a climate of continuous improvement, open to challenge and new ideas.
- Focuses resources to drive change and maximise long-term impact, responsive to changed priorities or crises.
- Evidence-based and evaluates effectiveness.

### ***We work well together***

- Seeks constructive outcomes, listens to others, willing to compromise when appropriate.
- Builds constructive relationships across Plan International to support our shared goals.
- Develops trusting and 'win-win' relationships with funders, partners and communities.
- Engages and works well with others outside the organization to build a better world for girls and all children.

### ***We are inclusive and empowering***

- Seeks constructive outcomes, listens to others, willing to compromise when appropriate.
- Builds constructive relationships across Plan International to support our shared goals.
- Develops trusting and 'win-win' relationships with funders, partners and communities.
- Engages and works well with others outside the organization to build a better world for girls and all children.

## **Applications:**

**Last date for submission of Application (CV and cover letter) is: 22<sup>nd</sup> March, 2018 by 4:30 pm**

Interested candidates need to send their updated CV (**no more than 3 pages**) and a cover letter (**maximum 1 page**) to [liberia.recruitment@plan-international.org](mailto:liberia.recruitment@plan-international.org) on or before the closing date mentioned above. Subject line of submission mails will only bear the indication: ***Application for LBR-Media and Communications Coordinators.***

Only short-listed candidates shall be contacted. References will be taken and background and anti-terrorism checks will be carried out in conformity with Plans Child Protection Policy. **Plan follows an equal opportunity policy and actively encourages diversity welcoming applications from all especially women and people living with disability.**